



International Institute of Professional Studies

Devi Ahilya University, Indore

MBA (APR) SEM. II

(Jan – May 2014)

APR – 202

Marketing Research

Course Objective

The overall purpose of the course is to introduce basic concept and methods for conducting research. This course will provide students an opportunity to understand concepts and applications of Marketing Research. Objective of the course is to inculcate conceptualization and development of understanding on application of MR in marketing environment.

Course Contents

1. **Introduction:** Meaning and purpose of research, Objective of research, Types of the research, Approaches to research, Process of the research, Research methods v/s methodology, Limitation of research.
2. **Research Design:** Selection and definition of problem, Survey of literature, Feature of good research design and different research designs, Identifying variables.
3. **Sampling Design:** Understanding census and sample, basics of population and sampling, Sampling terminology, Parameter and Statistic, Types of sampling, Sampling and non-sampling error.
4. **Questionnaire Design:** Qualitative and Quantitative, Types of Questions – pros and cons, understanding variables and treatment.
5. **Data Collection:** Attitude measurement and scale; Methods of collection data and their advantages and disadvantages; Establishing the validity and reliability of a research instrument.
6. **Testing of Hypothesis:** Hypothesis testing and statistical influence (Introduction to methodology and Types of errors) introduction to sample tests for univariate and bivariate analysis using normal distribution, f-test, t-test, z-test and chi square test.
7. **Data Management and Analysis:** Data cleaning, coding, data structuring, entry, Frequency, Percentages, One Way, Cross Tabs, Central Tendencies, Dispersion, Tests of Significance
8. **Advances Data Analysis:** ANOVA, Correlation, Regression, Factor Analysis, Cluster Analysis, Application of SPSS in Research.
9. **Report Writing and Interpretations:** Significance of Report Writing; Steps in Report Writing; Layout of Report and Precautions in Writing Research Reports; Writing Bibliography.

Text Readings

1. Marketing Research – Boyd, Westfall
2. Marketing Research - G. C. Beri
3. Marketing Research – Luck, Rubin

Suggested Readings

1. Marketing Research in Marketing Environment – Dillon, Firtle
2. Research Methodology – D. H. McBurney
3. Marketing Research – Green, Tull, Albaum



International Institute of Professional Studies
Devi Ahilya University, Indore
MBA (APR) SEM. II
(Jan – May 2014)

4. Statistics for Management – Levin, Rubin



International Institute of Professional Studies

Devi Ahilya University, Indore

MBA (APR) SEM. II

(Jan – May 2014)

APR-203

Creative Writing

Course Objectives

Creative writing is essentially aimed at preparing the students to think and present their ideas effectively - be it any media.

Course Contents

1. What is creativity, Divergent Thinking & Convergent Thinking, Various ways of presenting a thought.
2. Factors that promote creativity. Barriers of Creativity, Media Culture
3. Effective writing - official purpose e.g. Press Release etc. Central idea, contents a research and development, develop the central idea, editing, revising, creating continuity, explaining, observing standard practices of effective writing, communicating facts, film critic.
4. What is copy writing, How is it different from Journalism, Feature writing.
5. Understanding consumer psychology, Think in English: Talk in English.
6. Approach to Press Ads, Headlines, sub-head; body copy, slogan.
7. Writing for outdoor media: Hoarding
8. Writing Radio & TV commercials. - Idea brainstorming, research for scripting formats, developing the idea, content treatment shot breakdown
Script format - wide margin format, variety show format, double column format and checklist for script revision
9. Commercials and announcements - ethical considerations, length of commercials and announcements, techniques of writing commercials
Placements of commercials, commercial formats
10. Writing News: Press, Radio, TV, Presentation for news.
11. Trademark, Copyright

Text Readings

1. Principles of Advertising - Chunawala
2. Advertising Procedure – Otto Kleppner.
3. Scripts writing for Radio & TV – Arthur ASA Berger
4. Encyclopedia of Creativity.

Suggested Readings

1. Professional Journalism – M. V. Kamath.
2. The Journalist's Handbook – M. V. Kamath



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(Jan – May 2014)

APR-204
Management of Ad Agency

Course Objectives

The main objective of the course is to give in-depth knowledge of advertising industry at national and international level. This course will create an understanding of operations and management of advertising agencies, which will help/assist students while working in advertising agency.

Course Contents

1. Introduction to advertising industry and ad agency, Basic departments of advertising agency - client servicing, account planning, media planning, creative, Organizational structure
2. Functions of advertising agency – advertising, market research, public relations, corporate communication, production, sales promotion, merchandising, event management etc.
3. Types of ad agencies: Full service, In-house, Media buying house and AOR, Creative Boutique, La – Carte agency, Specialized/ limited service agency, Big and small advertising agencies, Process & criteria's of selection of advertising agency
4. Recruitment and selection of agency personnel
5. Compensation of an ad agency: 15 % commission, Fee based system of compensation, Performance led commission, Sliding scale of commission, INS accreditation
7. Client – agency relationship
8. Global groups, Advertising associations, Advertising clubs, Advertising awards
9. Code of conduct – ASCI (Advertising Standard Council of India), Competition Act, controlling organizations
10. Emerging trends in advertising – Integrated marketing brand communication (IBMC), Mergers and acquisitions (M & A)

Text Readings

1. Advertising Management - Chunawalla
2. Advertising Procedures – Kleppner

Suggested Readings

1. Advertising Management - Aaker, Mayers & Batra
2. Advertising Excellence – Bovee, Thill, Dovel, Wood
3. Advertising Principles & Practice – Wells, Burnett, Moriarty
4. The uncommon sense of Advertising – Sanjay Tiwari



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APR-205
CONSUMER BEHAVIOUR

COURSE OBJECTIVES:

The objectives of this course are to help students gain an understanding of Consumer Behaviour and its applications.

COURSE CONTENTS:

1. Introduction to the study of consumer behaviour: Nature, Scope and application.
2. Environmental influences on consumer behaviour: Cultural, Social, Personal, Family, and situational influences, opinion leadership and life style marketing, characteristics of culture, cross-cultural understanding, nature of social class, social class and consumer behaviour, nature and significance of personal influence, marketing implications of personal influence, significance of family in consumer behaviour and family life cycle, Opinion leadership forms.
3. Consumer as an Individual: Involvement and Motivation, Knowledge, attitude, values, personality, learning and life style, Dimensions of involvement and its marketing implications, nature and role of motive, classifying motive, characteristics, functions and sources of attitudes, Attitude theory and model, Characteristics and classification of learning, Personality theory and application, Psychographics.
4. Consumer Decision Process: Pre-purchase Process, Information Processing, Purchase Processes, Consumer Decision Rules, Post – Purchase Processes: Framework, Dissonance, Satisfaction / Dissatisfaction.
5. Consumer Behaviour Models: Nicosia Model, Howard Sheth Model, Engel-Blackwell and Miniard Model, Family Decision Making Model

TEXT READINGS:

1. Leon G. Schiffman and Lustic Lazar Kanuk: Consumer Behaviour, Pearson Education
2. William L. Wilkie, Consumer Behaviour, John Wiley and Sons.
3. Dish Sheth, Banwari mittal and Bruce, Newman, Consumer Behaviour and Beyond, 1999.

SUGGESTED READINGS:

1. James F. Engel, Roger D. Blackwell, and Paul W. Miniard, Consumer Behaviour, Dryden Press.



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APR – 206A

Business Communication & Personality Development

Course Objectives

The main objective of this course is to nurture students into well balanced, positive thinking human beings. The values thereof instilled will aim at developing students into professionals who are capable of facing new challenges and coming out the winners.

Course Contents

1. Communication: meaning, nature, definitions, features, processes, models, functions
Objectives of Effective Communication: information, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making
2. Dimensions of Communication: Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus
3. Channels of Communication: Formal, Informal
4. Patterns of Communication
5. Media of Communication: Verbal, Nonverbal
6. Barriers to Effective Communication
7. Listening
8. Interpersonal Communication: Transactional Analysis, Johari Window
9. Business Correspondence: Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment
10. Report Writing, Public Speaking: Speeches and presentations, Interviews, Professional use of the telephone
11. Self Improvement, Developing positive attitudes, Self Motivation, Time Management, Stress management, Modern Manners

Text Books

- Business Communication: K.K. Sinha
Business Communication: M. V. Rodrigues
The Art of Effective Communication: Margerison

Suggested Readings

- Effective Communication: Asha Kaul
Managing Time: David Fontana
Managing Stress: David Fontana



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APR- PUBLIC RELATIONS

Course Objective

Public Relations course aims at building understanding about its role in building relationship with the publics. It explains that how marketers are using the concepts of Public Relations to fight in the competitive environment. Basic objective to build ability in students to utilize Public Relations concepts as “communication professionals”.

It is recommended that students read as widely as possible and monitor the relevant media available to them, and the commercial environment, for examples of public relation in action.

Course Contents

1. The Nature of PR- Understanding PR, Identify and explain the differences between PR, Marketing, Advertising and Propaganda, Role and Duties of PR Manager.
2. The Organization of Public Relations- PR Departments and Consultants, Advantages and Disadvantages, fees and charges.
3. PR Research- RACE, Role of research in PR, Various kinds of Information Sources, Various area of researches, Public Opinion.
4. Public Relations Campaign- Preparations, Implementations and Evaluation.
5. The Publics of Public Relations- Defining Publics in PR, Internal and External Publics, their types and characteristics.
6. Community Relations- Definition of Community, Identifying Community, Advantages/Disadvantages of good/bad community relations program, Identifying local media for community relations, community relations tools.
7. Working with the Media- Media Relations, Ways to maintain good media relations, organizing press conference and writing press release.
8. Traditional and New Public Relations Tactics and Tools- Advertising, Films, Periodicals, Social Events, Media, Oral and Written Communication in PR, Press Conference, New Technologies in Public Relations- Understanding the impact of net, Blogging and Social Networking on PR.
9. Crisis Communication and Management- Role of PR in Crisis Management, Media Handling in Critical Times.
10. Apex Bodies in PR (PRSI-Public Relations society of India etc.), Laws and ethics in PR.

Text Readings

1. Public Relations Concepts, Strategies and Tools- Jethwaney, Sarkar and Verma
2. Public Relations for your business- Frank Jefkins
3. Effective Public Relations- Cutlip, Center and Broom



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**APR-
ENTERPRENEURSHIP**

COURSE CONTENTS:

1. Entrepreneurship: An Introduction

- The concept of Entrepreneurship
- The introduction and concept of Entrepreneur
- Characteristics of an Entrepreneur
- Functions of an Entrepreneur

2. Entrepreneurship and its environment

- External Market, Economy, Political & Legal, Technology, Social & Cultural.
- Internal Materials, Machines & Equipments, Processes, Capital Labors.

3. Problems and Challenges of Organizations / Enterprises

- Economic (Capital, material and Labor)
- Non-economic (Social, Political and Personal).

4. Project Planning

- Steps in business planning.
- Formulation of Business Plan.

5. Financial Management Issues

- Financial requirement and its planning.
- Balance Sheet and Income Statement.
- Determination of cost.
- Cost-Volume-Profit Analysis.

6. Marketing Management Issues

- Functions of Marketing.
- Concept of Product Life Cycle.
- Issues related to Product & its design, Distribution, Promotion, Price.



International Institute of Professional Studies
Devi Ahilya University, Indore
MBA (APR) SEM. II
(Jan – May 2014)

7. Operations Management Issues

- Location / Layout / Capacity Planning.
- Inventory management.
- Quality Management.

8. Human Resource Management Issues

- HR Planning, Recruitment & Selection, Training & Development, performance Appraisal, Motivation, Compensation & Rewards.
- Relevant Labor Laws.

9. Legal Issues

- Patents
- Copyrights
- Trademarks.



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APR-
Accounting and Finance for Managers -II

Course Contents

- 1. Cost Concepts & Classification**
- 2. Costing for service Industry-Operational Costing.**
- 3. CVP Analysis:** - Concept of BEP, Assumptions & Limitations Graphical Presentation & Numerical
- 4. Budgetary Control:** - Concept & types of Budget, Role & Significance of budgetary control in service industry, preparation of cash & Flexible budgets. Concept of Zero Base Budgeting
- 5 An Industry to Finance Functions:** - Basic goal Financial decisions, need, scope, types & interrelationships, relationship of finance with other disciplines
- 6 W. Capital Management:** - Concept, need, importance, types determinates, calculation of Working Capital.
- 7 Sources of Long Term Funds:** - Nations sources, merits & demerits, importance & suitability & concept of cost of capital.
- 8 Investment Decisions:** - Concept of time value of money, capital budgeting concept importance & techniques, basic numerical.



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